

**Exhibit F – Expense Detail**

Detailed Description of Expenses Incurred

Date incurred	Category	Notes	Disbursements
4/30/2023	Media Survey Data	comScore (US) – online measurement	\$40,280.00
5/16/2023	Media Survey Data	comScore (Canada) – online measurement	\$36,252.00
5/15/2023	Website	Website Domain	\$12.00
5/15/2023	Stock Images	Stock Images for Publication Notice	\$262.88
6/1/2023	Website	Creative – Website Landing Page Wireframe	\$1,650.00
7/31/2023	Media Survey Data	Nielsen – TV/radio measurement	\$65,535.11
		<b>TOTAL</b>	<b>\$143,991.99</b>